



## UNITED STATES PATENT AND TRADEMARK OFFICE

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Bib Data Sheet

CONFIRMATION NO. 9535

<b>SERIAL NUMBER</b> 09/917,792	<b>FILING DATE</b> 07/31/2001 <b>RULE</b>	<b>CLASS</b> 705	<b>GROUP ART UNIT</b> 2163	<b>ATTORNEY DOCKET NO.</b> 50442.010200
<b>APPLICANTS</b> Alan D. Gould, New York, NY; Kenneth S. Orkin, New York, NY; Trevor Chung, New York, NY; Cheryl Idell, Hewlett Neck, NY;				
<b>** CONTINUING DATA *****</b> THIS APPLN CLAIMS BENEFIT OF 60/221,776 07/31/2000				
<b>** FOREIGN APPLICATIONS *****</b>				
<b>IF REQUIRED, FOREIGN FILING LICENSE GRANTED.. SMALL ENTITY **</b> ** 09/08/2001				
Foreign Priority claimed <input type="checkbox"/> yes <input checked="" type="checkbox"/> no 35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input checked="" type="checkbox"/> no <input type="checkbox"/> Met after met Allowance Verified and Acknowledged <input checked="" type="checkbox"/>		<b>STATE OR COUNTRY</b> NY	<b>SHEETS DRAWING</b> 111	<b>TOTAL CLAIMS</b> 25
<b>ADDRESS</b> 22191		<b>INDEPENDENT CLAIMS</b> 8		
<b>TITLE</b> Computerized system and method for increasing the effectiveness of advertising				
<b>FILING FEE RECEIVED</b> 690	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees ( Filing ) <input type="checkbox"/> 1.17 Fees ( Processing Ext. of time ) <input type="checkbox"/> 1.18 Fees ( Issue ) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit	